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**A SYSTEM AND METHOD FOR USING DYNAMIC WEB COMPONENTS
TO AUTOMATICALLY CUSTOMIZE WEB PAGES**

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ABSTRACT OF THE INVENTION

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The present invention involves a new system and process for automatically customizing an Internet web page displayed via an Internet browser or other application for displaying Internet web pages. Specifically, the present invention uses a dynamic "Web Component" to automatically customize web pages. Further, a Web Component according to the present invention uses the same script and HTML for all implementations or instantiations of the Web Component regardless of which, or how many, unique local clients make use of the Web Component. This code reuse is accomplished by using entry web pages, or "entry points," as described in further detail below, to set the value of function properties or parameters of the Web Component for dynamically and automatically generating a web page. The script and/or HTML source code of the Web Component pages does not change based on each new implementation or instantiation. Consequently, little setup work is required for each implementation, and only a basic verification test pass is needed for each unique automatically customized Internet web page.